Eastern News

New York

The Alpine Theatre and the Nova Theatre in New York are joining the ranks of fellow independent theatre owners by "zapping" their audiences with Music Zaps. Music Zaps are 35mm music videos re-cut for theatrical exhibition and remixed for Dolby 4-channel surround sound. The Alpine/Nova Theatre owner, Jesus Nova, is testing a variety of artists in his theatres before "The Last Dragon," produced by Motown and distributed by Tri Star. Featured will be Kool & The Gang's "Misled," Sade's "Smooth Operator," and Jermaine Jackson's "Dynamite."

Loews circuit's vice-president, **Bernard Diamond** retired recently after spending 22 years with the company. Diamond began his career with the Schine Theatre circuit, serving as an executive. Diamond and his wife, Toby, plan to spend their retirement years at their home on Barnegat Bay in New Jersey.

Buffalo

The Variety Club of Buffalo, Tent No. 7, raised a record $1.417 million during its 1985 telethon. The 23rd annual event was televised Feb. 23, on WKBW-TV, which donated 22 hours of air time for the program. 1985's pledges surpassed last year's by more than $15,000. Telethon '85 was hosted by the pie-throwing comedian Soupy Sales. Western New York's enthusiastic support of this benefit prompted Sales to comment that Buffalo residents exude "enough warmth to melt the snow from city streets." Other entertainers who appeared with Soupy Sales were Patty Weaver of "The Young and the Restless," Florence LaRue of the Fifth Dimension: Mayf Nutter who appears on "Knots Landing;" and his real-life wife, Lindsay Bloom, who plays Velma on "Mickey Spillane's Mike Hammer." Many local performers and radio and television personalities pooled their talents to contribute hours of entertainment and hard work. The Variety Club Telethon benefits Children's Hospital and the hospital's Robert Warner Rehabilitation Center. The proceeds directly provide services, equipment and medical personnel for the Buffalo-area's sick and handicapped children.

Baltimore

F. H. Durkee Enterprises of Baltimore has **purchased Associated Cinemas** of Maryland, Inc., which owns and operates the Timonium, Hillendale, Ritchie and Jumpers Cinemas. Included in the purchase are the soon-to-be-completed Greenspring Cinemas located in the Greenspring Shopping Center. Announcement of the purchase was made by Frank H. Durkee, III, president of Durkee Enterprises, and M. Robert Rappaport, president of Associated Cinemas. Both Mr. Durkee and Mr. Rappaport are third generation exhibitors. While Mr. Durkee is expanding his activities in exhibition, Mr. Rappaport, after 35 years as an exhibitor, will be a consultant to the Durkee organization and will enter other fields in the entertainment business. The addition of the Associated Cinemas brings to 41 the number of screens operated by Durkee Enterprises at fifteen locations.

Vigorous protestation by theatre owners to **proposed legislation allowing movie patrons to bring their own food and drinks into the theatre** has led to the bill's defeat in the **Maryland state house.**

The legislation, which was presented to the House Economic Matters Committee by Rep. Thomas J. Mooney, was designed to permit patrons to bring food items which were similar to those on sale at the theatre's concession stand into the movie house.

Theatre owners argued that the legislation would force them to raise their ticket prices to compensate for the lost concession revenue. The owners claimed that any profits that they made came from the concession area due to the increasing cost of movie rentals and lower attendance.

The owners also claimed that allowing patrons to bring their own food to the theatre would result in a variety of health and safety problems. The theatre owners also claimed that they would be unable to regulate the noise in the theatre from patrons who brought candy wrapped in cellophane paper.

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